

City of Charleston, South Carolina
Request for Proposals
Calhoun Street-East/Cooper River Waterfront Special Area Master Plan
July 2007

The City of Charleston's Department of Planning, Preservation, and Economic Innovation has the goal of completing a special area master plan for the Calhoun Street-East/Cooper River Waterfront Area of the City. The Master Plan shall build upon the Downtown Master Plan that was adopted in November 23, 1999, and the Calhoun St. Corridor Plan for the area along Calhoun Street from Marion Square to the Cooper Riverfront (see Exhibit A). The Master Plan will be completed through input from the Charleston community and with the assistance of a team of consultants experienced in downtown design, planning and creating a diverse, growing local economy.

The Master Plan develops a long-range vision for the future of the study area. The Master Plan recommendations will relate to the following seven major strategies for the future, each of which contains important steps in implementing the Master Plan.

A. Purpose

The City of Charleston, South Carolina is seeking consultants or consultant teams to develop a comprehensive special area master plan for the area along Calhoun Street from Marion Square to the Cooper Riverfront (see Exhibit A). The plan will help determine the Downtown market niche, examine current zoning/development standards and the appropriateness thereof, make recommendations on how to energize the study area, examine the current application of the City's Visitor and Accommodations Zone with respect to the study area, recommend physical improvements, and provide a marketing plan to attract new investment and consumers to the study area. The Master Plan will be used as a guide for establishing policies and priorities for coordinated development/redevelopment, land use planning, and budgetary preparation. It will include policy statements, goals, objectives, guidelines, maps and graphics that will serve as a foundation for future land use decisions. It should serve as both a guide and the impetus for an anticipated update to the City's Zoning, Land Use, and Development Ordinances. The plan shall provide strategies and goals to encourage economic development, quality residential and commercial growth, and general improvements for the protection of the quality of life for Charleston's residents and businesses. At last, the plan shall evaluate previous Visitor Accommodation Studies and Tourism Management Plans and the appropriateness of visitor and accommodations uses within the study area. It will incorporate elements such as a Land Use Schematic; Development and Infill Development and Redevelopment Strategies; a Directional and Location Signage Plan, a Parking Plan, and associated policies and guidelines.

B. Scope of Work

The consultants will provide the following services to the City of Charleston. The consultants will conduct a physical master plan for the study area that will include the following:

- Conceptual urban design plan for the study area that will identify new development and redevelopment opportunities, public spaces, vehicular and pedestrian traffic enhancements, links to surrounding neighborhoods, and other items as needed.
- Identification of a parking management strategy including a supply and demand analysis of existing and future parking needs based on development activity in the community.
- Identification of priorities and recommendations for phasing of improvements. The Consultants will identify sites within the study area that have development or redevelopment potential. The consultants will document these sites and with the assistance of city staff, compile information regarding property ownership, parcel size, building square footage, assessed value, and other pertinent information. The consultants will assess the market orientation, reuse potential, and site design elements of these sites and identify potential future uses based on the market and development trend information.
- The consultant will assist the City in identifying the study area's market niche and develop an advertising and marketing theme and strategy that addresses the study area's current needs and desired target markets. This advertising and marketing strategy must be able to be feasibly implemented within the budgetary and staffing constraints of the City of Charleston and its Downtown business partners.
- The consultant shall provide strategies and goals to encourage and promote existing and future economic development, quality residential and commercial growth, and general improvements for the protection of the quality of life for Charleston's residents and businesses via an economic feasibility/market analysis.
- The consultant will interview key players located in, or associated with, the study area in order to understand the physical, market and organizational forces that are shaping Downtown Charleston/study area. Public officials, Downtown merchants, key property owners, real estate brokers, staff representatives from and the Charleston Metro Chamber of Commerce, neighborhood associations, preservation organizations, local arts groups and other key Downtown stakeholders will be interviewed. The consultant will develop an implementation strategy that identifies organizational strategies, funding mechanisms, and time frames for physical improvements and marketing programs.
- The consultant will recommend zoning text amendments, zoning map amendments, and design standards and guidelines. These amendments and guidelines will be based on principals of traditional urban design appropriate to Charleston. The amended code will include a visual component and design based on current and future function and land use specific to identified corridors and neighborhoods. This can be prepared either by a graphic designer on staff with the consultant or by a graphic design firm on the consultant's team.
- The consultant will produce at a minimum 10 bound copies, 1 camera-ready copy and an electronic version (MS XP and/or Adobe Acrobat Portable Document Format) of the final report. The consultant will also provide hard copy and

electronic copies of any databases, spreadsheets, maps or graphics. A final presentation and an executive summary brochure will be completed for distribution/presentation to the community, potential developers, and others.

C. Community Involvement

The City of Charleston holds community involvement as the integral ingredient to a successful plan. Submitting firms should provide a methodology for community participation that allows for the active involvement of City Council, the local business community, and the citizens of Charleston. The consultant should plan to utilize local television stations and World Wide Web site to disseminate information to the public. The City of Charleston will provide coordination of meetings and a staff contact for the duration of the project.

D. Schedule

Submittals should include a proposed schedule for the project, including timelines for receipt of the deliverable items listed in Section B above. The City would prefer that the project be completed within three (3) to five (5) months of the approval of the contract for the project.

E. Proposal Evaluation Factors

The evaluation criteria will have the following relative weighting given each item:

- *30%--Qualifications in Relation to Specific Project to be Performed:* Information reflecting qualifications of the firm. Indicated specialized experience and technical competence of the firm in connection with the type and complexity of the service required. Subcontractors, if used, must be listed with information on their organization.
- *20%--Experience, Competence, and Capacity for Performance:* Information reflecting the names, titles, and qualifications (including experience and technical competence) of the major personnel assigned to this specific project. Provide detailed breakdown of subcontractor's staff to be used and how they are to be used to supplement your staff.
- *25%--Proposed Method of Doing Work:* A proposed work plan (description of how the project would be conducted as well as other facts concerning approach to scope you wish to present) indicating methods and schedules for accomplishing each phase of work. Include with this the amount of work presently underway.
- *25%--Past Performance:* Previous evaluations shall be considered a significant factor. If previous evaluations with the City are not available, the professional firm's past performance records with City and others will be used, including quality of work, timely performance, diligence, ability to meet past budgets, and any other pertinent information. Firm will provide a list of similar jobs performed and person whom we can contact for information.

F. Submittal Requirements

Prospective consultants will submit (8) eight copies of their proposal which address the following:

- The name, address, phone, fax, and email address of a contact person from the submitting firm.
- A proposed scope of services for the Calhoun Street-East/Cooper River Waterfront Special Area Master Plan.
- A community involvement methodology.
- A staffing plan that identifies the individuals involved in the effort along with their experience and resumes. The staffing plan should identify who the project manager will be along with any team structure for multiple firms submitting.
- Proposed project schedule, including the timeline for receipt of the deliverable items listed in Section B above.
- Proposed project cost based on the scope of services. Include with proposal in a separate sealed envelope labeled “Cost of This Proposal”. (1 copy)
- Similar project experience and results related to the (1) urban downtowns, urban design in historic environments, (2) economic and market analysis, and (3) evaluation of visitor and accommodations uses.
- Qualifications of team members.
- A minimum of five references from clients with completed similar projects.
- Any other supporting documentation.

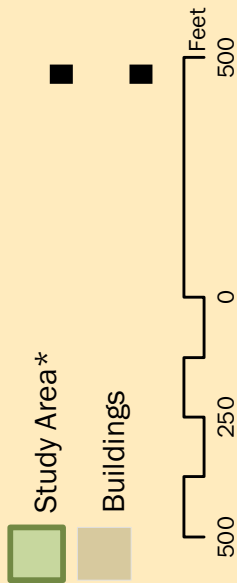
To facilitate the clarification of requirements, proposers are requested, if possible, to submit questions in writing by August 15, 2007. Please submit your questions to:

Josh Martin, Director
Dept. of Planning, Preservation, and Economic Innovation
City of Charleston
75 Calhoun Street
Charleston, South Carolina 29401
Telephone (843) 958-6473
martinj@ci.charleston.sc.us

Please submit qualifications and related documents by September 1, 2007. All submittals will be reviewed by a City-appointed Selection Committee. The most qualified candidates will be short-listed and notified by September 15, 2007. These selected candidates will be invited to interview and make a more detailed presentation before the Selection Committee.

EXHIBIT A

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*study area boundaries subject to change

